**Town Centre Customer Experience Focus Group**

Thank you for participating in this research. The research is being carried out on behalf of Loughborough University and we are interested in your perceptions of shopping in XXX town centre, how you shop in XXX and what this experience feels like.

IMPORTANT INFORMATION FOR YOU:

* A focus group is a group discussion with a focus on a particular topic. We are looking for as wide a range of views from you as possible. There are no right or wrong answers. Everybody’s view is valid and welcomed.
* Everybody is welcome to join in, but for practical reasons please avoid talking over someone else.
* The focus group will be recorded. The recordings will be kept secure and will remain confidential to the research team.
* The data will be used to generate reports for retail industry bodies and publications for academic journals. We will not identify anyone taking part, and only trends will be reported.
* You have the right to opt out of the focus group at any time and your data will not be included in the study.

Please write down:

your first name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your age \_\_\_\_\_\_\_\_\_\_\_

where you live \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ occupation \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Think of the last time you shopped or visited the town centre. I will describe a series of stages in the shopping process. After I have read each section, please jot down in the boxes below a couple of things that come to mind for each stage.

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| 1. Planning the shopping trip. |
| 2. What did you do next e.g. before setting off to town? |
| 3. How did you travel to town? |
| 4. Once in town, what route did you use? |
| 5. What did you do next? |
| 6. Is there anything else you did? |
| 7. What did you do once you got home? |
| 8. Anything else? |